

Message Text

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PAGE 01 TOKYO 13918 250852Z

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-06 RSC-01 /018 W

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R 250818Z OCT 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5525

UNCLAS TOKYO 13918

E.O. 11652: N/A

SUBJECT: MARKET RESEARCH - OCEANOGRAPHIC EQUIPMENT & INSTRUMENTS

REF: (A) TOKYO 12517, (B) STATE 215225

PASS COMMERCE BIC/OIM/JA

1. REVIEWED PROGRESS SUBJECT SURVEY WITH KEARNEY TO ASSURE CONTRACTOR FULLY UNDERSTANDS SCOPE OF STUDY. CONTRACTOR WILL SUBMIT MID-TERM PROGRESS REPORT WEDNESDAY, OCTOBER 30. REQUEST COMMERCE REPLY SOONEST ACTION REQUESTED PARA (6) BELOW TO AVOID ANY DELAY COMPLETION SURVEY.

2. STUDY WILL INCLUDE READILY AVAILABLE AGGREGATE STATISTICS COVERING BROAD OCEANOGRAPHIC EQUIPMENT MARKET INCLUDING IN ADDITION TO BELOW LIST, STRUCTURES AND FACILITIES FOR COASTAL AREA DEVELOPMENT, MARINE CONSTRUCTION EQPT. IN-DEPTH RESEARCH WILL COVER FOLLOWING TOPICS AGREED REF (B):

A. NAVIGATION/COMMUNICATION SYSTEMS FOR:

- SURVEY AND OBSERVATION VESSELS
- RESEARCH SUBMERSIBLES

B. RESEARCH AND SURVEY INSTRUMENTS & EQUIPMENT FOR:

- OCEANOGRAPHIC RESEARCH
- OFFSHORE RESOURCE EXPLORATION
- CONTROLLING OCEAN CONTAMINATION

C. DIVING APPARATUS/EMERGENCY EQUIPMENT

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3. CONTRACTOR ESTIMATES SALES IN JAPAN OF SUBJECT SURVEY

CATEGORY AT DOLS 76 MILLION IN 1973, A 50 PERCENT INCREASE OVER 1972. HOWEVER, SALES NAVIGATIONS/COMMUNICATIONS EQUIPMENT FOR MARITIME PURPOSES IN GENERAL, OF WHICH ONLY SMALL PORTIONS COVERED BY SUBJECT SURVEY CATEGORY, WAS DOLS 86.2 MILLION IN 1973, 25PERCENT OVER 1972.

4. EMBASSY RECOMMENDS BROADENING MR EFFORT TO INCLUDE MARITIME NAVIGATION/COMMUNICATION EQPT TO ASSIST IN PLANNING AND PROCUREMENT AUGUST TTC SHOW IN EVENT DIFFICULTY OBTAINING PARTICIPATION BY AMERICAN SUPPLIERS OCEANOGRAPHIC EQUIPMENT. THIS, HOWEVER, SHOULD NOT RPT NOT BE DONE AT EXPENSE OF ORIGINAL RESEARCH DESIGN. EMBASSY'S ORIGINAL RECOMMENDATION TO REDUCE SCOPE OF STUDY WAS BASED EXPERIENCE THAT MEANINGFUL SURVEY POSSIBLE, WITHIN GIVEN MR BUDGETARY LIMITS, ONLY ON NARROWLY DEFINED PRODUCT CATEGORIES. FURTHER, MR SPECIFICATION AGREED COMMERCE/EMBASSY/CONTRACTOR PER REF (B).

5. CONTRACTOR SAID POSSIBLE REPORT BROADER NAVIGATIONAL/COMMUNICATION EQPT CATEGORY FOR ADDITIONAL DOLS 1000 & TWO WEEK EXTENSION, WOULD INVOLVE 15 ADDITIONAL INTERVIEWS.

ACTION REQUESTED

6. COMMERCE CONCURRANCE SURVEY CATEGORIES PARA (2). DOES COMMERCE WISH BROADER SURVEY PER PARA (5)?
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